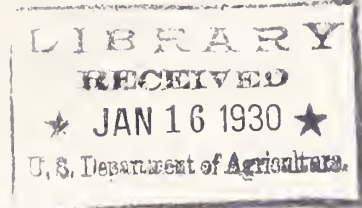


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1930

GOLD MEDAL
ROSE

President
Hoover



*"The Infinite Artist"
has given to the world this
new Rose
of radiant colors*

When the President
himself looks into the heart
of his namesake,
his smile will respond to
its glowing beauty

Originated by
L. B. Coddington

SEE FOLLOWING PAGES

HILL FLORAL PRODUCTS CO.
RICHMOND, INDIANA

Distributors for THE E. G. HILL CO. • JOS. H. HILL CO. • FRED H. LEMON CO.

GOLD
MEDAL
ROSE



E. G. Hill

Originated by
THE E. G. HILL CO.



THE largest red forcing Rose of true Hybrid Tea character yet produced. The flower is dazzling scarlet, shading to deeper pure red as it develops. It is a great producer and an unusually good keeper. The season of 1929-30 will show it in magnificent form.

THE HILL FLORAL PRODUCTS CO.

Distributors for THE E. G. HILL CO.
JOS. H. HILL CO.
FRED H. LEMON CO.

THE ADMINISTRATION BUILDING of the Hill Floral Products Company, shown in the center of this page, occupies almost the same position amid the greenhouses of the various member firms:—



The Administration Building

The E. G. Hill Greenhouses are located directly to the rear.

The Jos. H. Hill Company Plant A is immediately across the street opposite, and Big Plant B is one-half mile west or about seven minutes' drive by auto.

The Fred H. Lemon Company's New Plant is about a mile to the Northeast.

On the way to Plant B of the Jos. H. Hill Co. will be seen the Greenhouses of the Richmond Floral Co., operated by Russell Gaar, on the opposite side of the road.

All within easy access of the Administration Building, from which place visitors are conducted through the various places of interest.

"We realize that it is more important to make a permanent friend for our concern than a transient sale."

TO OUR MANY GOOD FRIENDS IN THE TRADE

One of the greatest pleasures of the past year for all the members of the Hill Floral Products Co. has been the visit of such members of the trade; many of them friends of long years' standing, who always like to get together and go back to the small beginnings, and to outline the rocky road leading up to the enviable conditions of the present time.

These recitals in almost every case, are of hard work, long hours, and desperate effort to make ends meet!

There was good strong stuff in those early Pioneers! Although Abe Martin says:

"By the time we git ole an' experienced enough to know what we're talkin' about, we're accused o' belongin' to another age."

Notwithstanding; very inspiring have been the young florists who have come to see what progress has been made in Richmond; to talk over *the best* in new greenhouse building; the newest and most effective methods; how to produce the highest grade of stock at the lowest cost.

They are enthusiastic and in dead earnest!

They have a chance of an easier "start" than we old fellows of two generations ago, but they will have "troubles of their own"—only they will be different!

Wherever we can advise, it is a real pleasure, but oftenest we find that the youngsters' "layout of thought" is quite first rate;—they simply want it O. K'd.!

Come again; all the doors of the organization are open to interested visitors.

Directions and distances from the Administration Building on Easthaven Ave. to the four separate departments of the Hill Floral Products Co. are given on page 1; they are all only a few minutes apart except that Fred Lemon's original plant will soon be added to his range already located on *Indiana Ave.*, which is less than ten minutes from the center of the group.

What Rose-Growers Say to Each Other:

- 1 *"Varieties not subject to mildew or blackspot, should be cut back early."*
- 2 *As to Fertilizer, "little and often" is the golden rule.*
- 3 *Only light feeding should be given between December 15th and February 15th.*
- 4 *To keep down red spider, syringe every ten days.*
- 5 *Keeping the floors clean prevents thrip; stagnant water and mud breeds them.*
- 6 *Lime is a great purifier. Mix it with an ounce of prevention!*
- 7 *Best remedy for blackspot and mildew is perfect root action!*

THE NEW ROSE OF THE YEAR

President Herbert Hoover

ORIGIN:

This Rose of wonderful colors originated with Mr. L. B. Coddington of Murray Hill, New Jersey.

NAME:

It was named for the President, with his consent.

PEDIGREE:

It is a cross of *Sensation* by *Souv. de Claudius Pernet*.

STRONG POINTS:

It is remarkable for its vigorous growth, healthy, hybrid-tea foliage, rigid stems, long pointed buds, and productiveness.

COLORS:

A happy blend of orange and pink, varying in tone from coppery-red in the bud, to glowing orange-yellow at the base of the petals, flamed and suffused with vivid rose-pink. In all stages of bloom, from bud to fully open flower it is unusually attractive.

EXPERIENCE:

Those who have grown it, are enthusiastic over its quick responsiveness and its productiveness. A great future is foretold for it, both indoors and for the garden.

As we go to press, our good English friend, *Mr. C. E. Engelmann*, (who should have been born a Yankee) informs us that he has just received an *award of Merit* from the *Royal Horticultural Society of Britain* for cut blooms of President Hoover;—probably the first time that such an occurrence has happened in the history of the R. H. S.!!

It came about in this way: After Mr. Engelmann's Trans-American and return trip to New York, he arranged with Mr. Coddington to cut flowers of President Hoover, chill and pack them, and deliver aboard the liner that Mr. Engelmann was to take for England; on reaching London, the blooms opened up in fine condition, were set up in the R. H. S.'s exhibit and won the Award of Merit of the Royal Horticultural Society!

AWARDS:

President Herbert Hoover Rose was awarded the American Rose Society's Gold Medal at the International Flower Show, New York City, 1929, and the Society's Silver Medal at the Centennial Exhibition of the Massachusetts Horticultural Society, Boston, 1929, also Award of Merit, Royal Horticultural Society, November, 1929.

Prices for Rose, *President Herbert Hoover*

GRAFTED PLANTS AND		SCIONS	
DORMANT BUDS			
\$ 45.00 per 100	45c	\$ 27.00 per 100	27c
400.00 per 1,000	40c	220.00 per 1,000	22c
375.00 per 1,000 in lots of 5,000	37½c	180.00 per 1,000 in lots of 5,000	18c
350.00 per 1,000 in lots of 10,000	35c	150.00 per 1,000 in lots of 10,000	15c
		Less than 25 plants, 75c each.	

THREE AMERICAN GOLD MEDAL ROSES

E. G. Hill, Joanna Hill, Talisman

"Second Year Novelties"

E. G. Hill

December 1, 1929, this gorgeous Red Rose is producing freely, and is in the High-Price grade as reported in the Trade Papers from the large City Markets.

Dazzling scarlet, deepening to crimson, with long stems; freedom of bloom, excellent keeping qualities characterize this immense double variety.

Joanna Hill

Met an immense sale in 1929 and is already well known all over the country, and appreciated for its clear yellow color, deepening to orange at the center; unlike other yellows, it holds its color under artificial light.

It is a kindly grower, has excellent keeping qualities, and is marvelously free in bloom. It has a fine "per square foot" record.

The trade papers have recorded appreciative reports from all directions; it makes itself at home in all sections of the country.

Talisman

Certainly made a "great hit" and sold in overwhelming quantity; the brilliant scarlet and gold color, with brilliant green foliage, took rose lovers off their feet.

BRILLIANT it is! Congratulations to the Producer, friend "Alec" Montgomery!

PRICES SECOND YEAR NOVELTIES

\$ 28.00 per 100	28c
260.00 per 1,000	26c
240.00 per 1,000 in lots of 5,000	24c
220.00 per 1,000 in lots of 10,000	22c
Less than 25 plants, 50c each.	

Our OLD Customers have directed many NEW ONES to us and in the midst of strong but friendly competition we have had almost universal "Repeats."



House of Rose Hill

STANDARD VARIETIES

“What Else Shall We Plant for 1930?”

This is Important!

One thing is sure, only profitable sorts are offered herewith:

A large number of the best Rose Growers of the Country have visited us here at Richmond during the past months, to inspect the blooming plants and to discuss varieties for the future.

Judging by comments heard, we think that HOOVER will meet a heavy sale: it makes a fine impression in the bench; everything points to its being popular.

The “THREE GOLD MEDAL ROSES” are decidedly popular; they sold in good quantity; the cut brought good prices: those who did not buy last year, will try them out this year. Those who made money the past year, will increase their plantings this year.

We are departing from our usual order of indexing alphabetically, to give first place on the list to a variety named

Premier Supreme

which was discovered by the Zieger Co. among their Premier plantings, and is a sport from the original *Premier* sent out by our firm in 1919.

A close observation extending over many months convinced their firm that they had a wonderful improvement in their possession, which now rightly claims the name SUPREME. (over)

*Premier Supreme*

It is magnificent; very strong in growth and stem, and the foliage is impressive enough to be wrought out in sculpture. The bloom is deep rose in color; the bud, full and rounded is also long and pointed.

The past season it has brought tempting prices in the big cut flower markets.

Congratulations to the firm of Zeiger!

Vale, Premier? — Premier Supreme moves up!

Briarcliff

A splendid sport from *Columbia* introduced four years ago. A credit to its parent; used in large quantity. A great improvement in the *Columbia* class; but sometimes loses color in dark weather.

Commonwealth

The very best commercial summer rose; blooms of large size on strong stems, freely produced; excellent pink color; nice grower.

“Double” White Killarney

Still the best forcing white; was named “Double White” by the introducer as the sport showed more petals than the original; our best white till a better arrives! There seem to be some fine new whites in the “offing.”

E. G. Hill and Joanna Hill

(See page 4)

Francis Scott Key

Type of *American Beauty* in its heavy growth and in the fine rounded build of the flower which is a deep, reddish crimson; a queenly variety. Gorgeous in Summer.

Matchless

Sport from Premier; absolutely distinct; a deep rosy cerise color, deepening to pure red in cool weather; it has won a place near the top among forcers, and it is fully as large or larger than Premier; on long stems.

Where a “standard red” is wanted for *Christmas time*, *Valentine Day*, and other occasions, Matchless is within reach of everybody. A very early cut in the Autumn is apt to bring some “bull heads”; with us it is a profitable rose, averaging extra well for the season.

Mme. Butterfly

There is nothing more beautiful in the entire forcing family; daintiness combined with fragrance, and colors unapproached give it a place all its own; we hate to say "good-bye" to the little Japanese Lady, but *Oh! Rapture!*

Premier

Every florist knows the history of this rose, its rise in popularity, and its record as a money maker; it has not been without its faults; but already it has produced two fine sports, and now we have a third, which promises to be a most valuable addition to the forcing list; for PREMIER SUPREME see page 5. AND YET! many a grower still swears by *Premier The First*.

Rapture

A second generation sport of Ophelia through Butterfly; intensely bright in its vivid coloring of *apricot, coral, rose and gold*; it has more petals than its parent, and produces more blooms per plant than *Butterfly*; with this mingling of all these tints the color combination is superb; a strong, heavy grower.

Rose Hill

Will perpetuate the memory and bring even greater pleasure and prosperity to the American trade than did its parent, Columbia. It has more petals than Briarcliff; it is firmer in texture, making it a better shipper; true pink in color without shadings; stem stiff, with few thorns; very profuse in production; all these good qualities make it an ideal forcing rose, an all-the-year-round bloomer. Best of all, it *held its bright color* during the two weeks of sunless days in last December, better than any rose on the place! That is a valuable trait!

Scott's Columbia

The color of "blushing bride," otherwise quite like the parent; a "good sport."

Souv. Claudius Pernet

Probably never will be a low priced rose.

Its history from its introduction would fill a book. It has been a rose of great expectations; up in highest favor, and down to the pit; has been discarded and bought in again; it is "choicy" about its *feed*, and the root-stock that carries it! None of its section men love it; many a nasty scratch repays their kindest treatment; but again, 1930, finds "Pernet" firmly fixed on its throne; it is BIG; and it "KEEPS", and is charming, but no lovely woman ever presses it to her bosom!

The above is historic; come and see it growing in Richmond!

Templar

A lovely bright red, with stiff stem, nice foliage, a good producer; excellent habit; a clean responsive grower.

PRICES, STANDARD VARIETIES

\$ 25.00 per 100	25c
240.00 per 1,000	24c
220.00 per 1,000 in lots of 5,000.....	22c
210.00 per 1,000 in lots of 10,000.....	21c

Less than 25 plants, 50c each.

PERNET on *Odorata*, \$40.00 per 100; \$350.00 per 1000.



CARNATIONS *for* 1930

Fred H. Lemon has his carnations in prime condition, clean and strong, with "bloom" covering the foliage, indicating perfect health. No variety lacking this sign is allowed on his place, and many visitors to his greenhouses have expressed their pleasure at the fine condition of his stock.

He is glad to emphasize *President Rowe's* advice in his 1929 address—"Give special care to the *young stock*, which is fundamental to the next year's success;—this means from the cutting bench till planted in the house." "Don't underwater NOR overwater; don't crowd; don't allow pot-binding, and watch ventilation."

To these points we add, the night temperature must not be over 48° or 50°.

REMEMBER:

**Earliest Blooms give best returns;
Later Crops meet *the Gluts!***

SELECT BEST VARIETIES, those that give quantity blooms in *December, January, and February*, and the GROWER WHO "KNOWS HIS CARNATION" will do the rest!

The CARNATION has NOT lost its popularity!

THE NEWER CARNATIONS

Jewel (*Wm. Sim*)

Light, clear pink; not one of the largest, but cannot be beat for freedom; it gives bigger cuts in *December, January* and *February* than any other variety;—and, “Oh Boy! but they *look big* in those three months!” (Quotation from the Grower).

Pink Abundance (“*B. & S.*”)

An exceedingly free blooming *dark pink*, with every point FINE;—stem, size, color, calyx, *all* GOOD, beside being *early*, with production *AT*.

Sophelia (*Schafer*)

Dark pink, a trifle deeper than *Betty Lou*, vigorous and very free, and best of all, perfectly resistant to disease, which has become an all important point with every carnation grown.

Sceptre

This recent introduction is replacing all others of its type in color, a soft salmon pink; a good keeper and shipper; free in production; the best of the Enchantress class.

Early Dawn (*Dorner*)

Rich yellow, faintly striped with soft pink; a “fancy” flower, with excellent growing qualities, strong and robust; three inches and over; early and very free: good stems; good calyx.

STANDARD SORTS

TRIED AND TRUE

Arctic (*Wm. Sim*)

Flower large, on a stiff stem, fine white color, very free, easy to do.

Betty Lou

Has the brilliant pink color of *Mrs. Ward*, with longer stem, better habit, large full flowers, and is a fine keeper.

It carries through on long shipments in perfect condition, on account of its unusual texture. Very popular; the storemen like it immensely.

Early Rose

A glistening pink from the Dorner strain. The flowers are full and well formed. Stems are of medium length and hold the bloom up nicely. Especially desirable for its lovely color.

Eldora

Free flowering, white ground, pink variegated. Spicy odor. Flower is perfectly formed and is borne on strong stem. An excellent sort.

Hilda Brenkert

"Hilda" is the carnation which has been shipped from Denver to all the leading shows with so much success. It is in the Laddie class as to size. The color is pink with a faint variegation of a deeper pink. A really fancy carnation with unusual freedom of bloom.

Ivory

This appears to be the most promising white carnation to date. It is of easy culture, produces well and is a good keeper.

Spectrum

A brilliant, rich scarlet, deep in tone, a color that is a necessity. It is a good grower with strong calyx; of decided promise; free in bloom; of high grade.

A house of this variety in bud and bloom, shows "profit" in every square foot; comes into crop of perfect blooms early, and with only a short time between crops.

Mrs. C. W. Ward

The old time favorite pink; still popular.

PRICES

For Strong, Well-rooted Cuttings

	Per 100	Per 1000		Per 100	Per 1000
Arctic	\$6.00	\$50.00	Ivory	\$ 6.00	\$50.00
Betty Lou	6.00	50.00	Jewel	8.00	75.00
Eldora	8.00	75.00	Mrs. C. W. Ward ..	6.00	50.00
Early Rose	8.00	75.00	Pink Abundance ..	12.00	100.00
Early Dawn	8.00	75.00	Spectrum	6.00	50.00
Hilda	8.00	75.00	Sophelia	8.00	75.00
	Sceptre	\$10.00		\$90.00	

To sell a customer something is one thing; to sell him so that he will be heartily glad he bought and have confidence in you and your service is a far bigger thing.



Friendly Rival

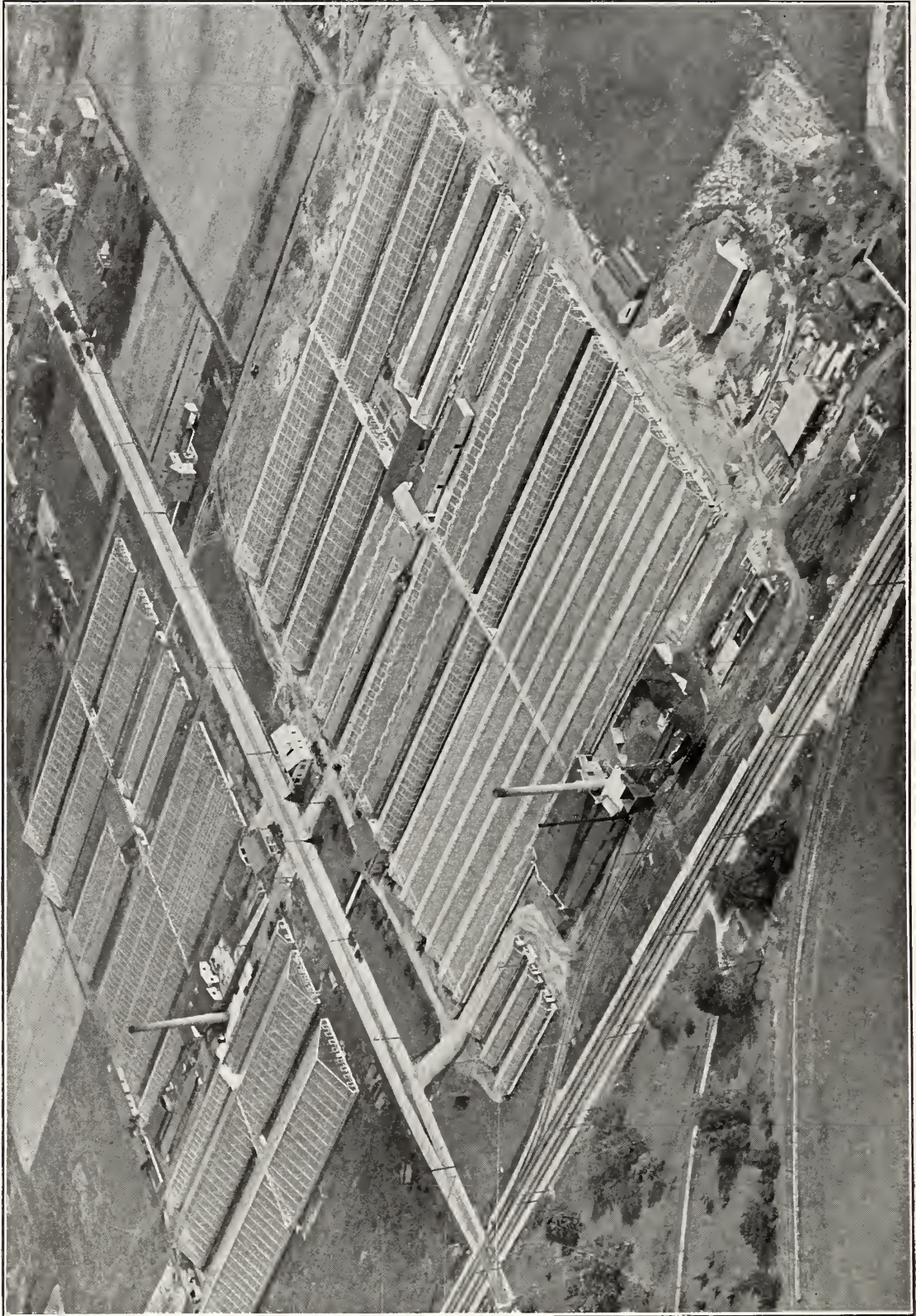
CHRYSANTHEMUMS *for* 1930

The assortment of colors in 'mums has become marvelous; bonfire red, old gold, silver pink, lavender, wine, flame, star-dust,—all these colors and more!

The new 'mums have come from the *Far East*, and *Australia*, and *England* and our own *American Big Ones* are up with the best of them; notable are *Pocketts* and *Totty's*, and Baur's *Luxford's*, and *Smith's* and OTHERS'!

There are now more magnificent sorts of 'mums before the Trade, than in any previous year.

At the NATIONAL 'MUM SHOW held in Indianapolis, November, 1929, the Public showed an almost rapturous appreciation of the gorgeous displays of size and



Aeroplane view of The E. G. Hill Co. and East Range Jos. H. Hill Co.



Aeroplane View West Range Jos. H. Hill Co.

form and color contributed from all parts of the country; the Assembly Room of the Claypool was crowded from start to finish; it was a pleasure to note the expression of delight on every face.

We have given more space to propagating the 'mum this year and shall have bountiful crops of strong cuttings.

We suggest that you make out your lists for 'mums while they are fresh in mind.

Note the dates for "taking the bud" so as to cover your season as your market requires.

The General Florist who grows most of his own 'mums will find that a collection of EXHIBITION VARIETIES is greatly appreciated by his customers when blooming time comes around.

A window display of these magnificent sorts, kept up from early to late, is the finest of all advertisements, and the least expensive; it does not require many blooms, when nicely arranged.

Note the new sorts added;
all of them Prize Winners.

So we offer again this year,

TEN EACH
of
TEN EXHIBITION SORTS
for
TEN DOLLARS

Our Selection
Carefully Assorted
as to Color



Josephine Lawler

The biggest and most successful business enterprises in this country have been built by groups of men; by lieutenants, captains and privates who have worked under and with a general who was big enough to realize that his job was to supervise and direct, while others mastered the details.

NINE NOVELTIES

RECORD BREAKERS—ENGLISH and One Grand AMERICAN

These nine sorts—at \$2.00 each; \$20.00 per dozen.

ALOMA

Japanese incurved; color golden yellow; absolutely distinct; and of first rate quality, medium dwarf; of easy culture; awards of four highest certificates from the most important English Societies.

Use second crown bud. Take bud Aug. 27; blooms Oct. 25.

MRS. KEITH LUXFORD

Deep chestnut, with old gold reverse; florets broad and reflexing, showing very little of the reverse; an IMMENSE EXHIBITION variety of ideal habit and stem; the name assures its value. Two highest awards.

Take bud Aug. 25; blooms Oct. 25.

MEDUSA

Soft salmon pink, flushed bronze, light buff reverse; of immense size; florets of medium width, twisting gracefully to the very points.

Take bud Aug. 20; blooms Oct. 10 or take bud Aug. 27; blooms Oct. 27.

SOUV. DAVID MARTIN

Extra fine, narrow petaled crimson, with gold reverse; like a large cactus dahlia; a strong tall grower.

Take bud Aug. 27; blooms Oct. 25.

THALIA

Exhibition Jap variety of large size; the florets reflex and curl at the tips. Color deep crimson, with purplish shading. Awarded first class certificate as an Exhibition variety, but a number of blooms were also shown, of smaller size, showing it to be a fine commercial also. Very distinct.

Take bud Aug. 25; blooms late October.

IRENE BEANE

Rich chestnut crimson, full exhibition size; petals broad and reflexing. The largest variety of its color to date; habit, dwarf; strong grower. Shows very little reverse of the petal.

Take bloom Aug. 27; blooms Oct. 25.

WM. HAZELHURST

Fine deep pink color, florets of great substance; forms a most beautiful and imposing flower.

Of easy culture, and of rather dwarf growth.

Take bud Aug. 25; blooms Oct. 29.

MARIAN H. UFFINGER

The finest exhibition 'mum of the past 20 years. The bloom is reflexed in appearance but the tips of the individual petals are incurved showing the gold reverse in a very distinctive manner; colors, dazzling bronzy crimson and gold.

It is a splendid variety in every way and we can strongly recommend it to all of our customers.

Won the silver cup of the National Chrysanthemum Society Show as the best seedling of the year.

Take the bud Aug. 20 to 25. Height, 4 feet.

GOLDEN MAJESTIC

A grand sport and quite as wonderful in every respect as the parent; it has no trace of bronze in its color, but is a huge sphere of shining gold, and of perfection in form;—unsurpassed by any variety of its type; it is a regal beauty.

Take bud Aug. 15 or Sept. 15; blooms late November.

UNUSUALLY FINE NEWER SORTS

Decidedly *Up-to-date*, and Decidedly *Sensational*

Take Blooming
Bud Date

ADA B. GOSLING (Exhibition)
Golden Bronze, shaded bright
crimson; late buds are deeper in
color; a very striking variety.
Bud not later than.....Aug. 20. Nov. 10

Take Blooming
Bud Date

ALICE BENSON
Splendid incurving white of satin
texture; a big flower, stiff stem, } Second
perfect foliage. Extra.....} Crown Nov. 1

CARRIE BEINECKE
Type of *Majestic*, a fine grower,
color a warm bronze; stem and foli-
age just right to carry the big hand- } Early
some bloom. Take bud after.....} Aug. 20 Nov.

Take Blooming
Bud Date

CELESTRA (B. & S.)
Globular, golden yellow. Tall
from early planting; stem rigid, } Late Crown
beautiful foliage; very valuable } or Terminal
early. } Bud Oct. 10

DETROIT NEWS
Choice *bronze*, with *golden re-*
verse. -Has remarkable keeping qual-
ities. Opens in globe form and gradu-
ally reflexes, showing the bronze tone. Aug. 30 Oct. 15

FLORENCE BAHN
A chestnut bronze of medium size
but wonderful color; flowers very
perfect in form; small, neat foliage
quite up to the bloom; permits close
planting.Aug. 25. Nov. 5

Take Blooming
Bud Date

FRIENDLY RIVAL
(Exhibition and Commercial)
The "King Bee" of all the fine,
giant, golden yellows; nothing of its
date can beat it, and as it can be had
in perfection for Thanksgiving, it
will be very heavily planted.
It also brings very choice blooms
four to a plant, if benched later, but
with *one* flower to a plant, they are
enormous.Sept. 15 Nov. 15

GOVERNOR GREEN
A *fine* early; a large crimson with
reverse of old gold; heavy stem and
nice foliage. Splendid for its date. Aug. 15 Oct. 15

Take Blooming
Bud Date

GOLDEN CELEBRATION (B. & S.)
A descendant of *Timothy Eaton*
through its sport, *Yellow Eaton*. As
vigorous as its forebears, a bright
golden yellow; an exceptionally fine
Thanksgiving variety; beautiful foli-
age; avoid the Terminal bud.....Sept. 10 Nov. 20

Take Blooming
Bud Date

GARNET KING
A perfect reflexed, smooth and vel-
vety; shows no reverse; a beautiful
tone of garnet; very choice for
Thanksgiving. One of the finest
redsSept. 20 Nov. 25

Take Blooming
Bud Date

GRACE STURGIS (Exhibition)
An enormous flower of very dis-
tinct color, a lovely shade of bright
rosy plum with silver reverse; of
open incurving form;—a great grow-
er; don't overfeed.....Aug. 25 Nov. 5

Take Blooming
Bud Date

INDIANOLA (B. & S.)
Another *early commercial*; a large
flowered variety of perfect form, very
substantial, and a wonderfully beau-
tiful combination of old gold and
bronze; handsome foliage. Scored 92. Aug. 8 Oct. 24

Take Blooming
Bud Date

JOHN S. BUSH (Exhibition)
A seedling from *Louisa Pockett*,
having all the good traits of the Fam-
ily in size and make up; nice foliage,
not too large; easy to grow.
Pure white from early buds; soft
lavender from later buds.....Aug. 15 Oct. 15

Take Blooming
Bud Date

JOHN R. BOOTH (Exhibition)
A pure golden sport from Nag-ir-
roc, with lower petals falling down-
ward in slender curls; the earliest
"Big One"Aug. 15 Oct. 15

Take Blooming
Bud Date

LUSTRE
Bench in early June; extra fine
early pink of lavender shading.....Aug. 25 Oct. 8

Take Blooming
Bud Date

MISS RITA MITCHELL
Salmon bronze with fawn reverse.
Enormous in size; unique for Exhi-
bition. Scored 92 points. Color
very strikingAug. 25 Nov. 5

MARIE DE PETRIS

	Take Bud	Blooming Date
Deepest golden yellow; foliage quite up to the flower; perfect blooms from any bud. Stem rigid; nice healthy grower; the individual blooms are 20 to 22 inches in circumference	} Bud	Nov. 12

MRS. AUGUST KOCH (Exhibition)

Absolutely unique, nothing like it; a rosy-salmon sport of <i>Vermont</i> with cream-colored reverse; some petals are tubular, others broad and incurved; the spread is enormous.	} Aug. 1 to 15	Nov. 5
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MRS. F. E. LEWIS (Exhibition)

Deep crimson with golden reverse; petals very wide, extremely fine, and easy to do. A robust grower. Awarded 93 points. The finest red of its date.	} Sept. 5	Nov. 5
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MRS. E. KERSHAW (Exhibition)

Golden bronze with bright lining to the petals, which are of great breadth, the very perfection in form and color of a stunning showy, big mum. 4½ ft.	} Aug. 25	Nov. 1
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Gladys Pearson

MRS. JULES LEEDS (Extra!)

	Take Bud	Blooming Date
Gorgeous in color; blood red, a wonderful novelty; petals immense; this is surely " <i>something different</i> " and startlingly beautiful. One of the most striking of recent novelties Aug. 25		Nov. 10

NADINE (Exhibition)

An exceptionally large golden bronze variety; an easy doer.	} Aug. 1	Nov. 5
	or Later	

THE BRUCE

Scarlet and bronze in fine combination; very showy. An easy doer. Fancy commercial	} Aug. 25	Nov. 5
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THETTA QUAY FRANKS (Exhibition)

Clear soft pink with silver reverse; an immense arrangement of petals, reflexing and curling; habit and stem are perfect to show this big bloom at its best	} Aug. 25	Nov. 5
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THOMAS W. POCKETT (Exhibition)

The name <i>Pockett</i> assures the quality, and this is extra select, furthermore it was considered worthy to bear the originator's own name. A lovely clear pink with tips of petals incurved; the growth, foliage and stem are the best type of " <i>Pocketts</i> "; of enormous size.	} Aug.	Nov. 5
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WOOLF'S PINK

An unusually valuable commercial; will pay to plant in quantity; perfect in form and clearness of color and unusually welcome about Oct. 10. Plant May 12		Aug. 20	Oct. 10
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YELLOW POCKETT

A fine counterpart of <i>Louise Pockett</i> ; like it in all but color; an absolute necessity in the Exhibition collection; grand yellow.	} Late Aug.	Early Nov.
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Another good memory test is to sit down and recall the things that you worried about at this time last year.

STANDARD SORTS

For complete list of varieties with prices see page 23.

	Take Bud	Blooming Date		Take Bud	Blooming Date
ADRIAN'S PRIDE			EDWIN SEIDEWITZ		
Golden yellow; large and compact. Avoid the first crown, later buds } give best results.		Late Nov.	A beautiful, very late bright pink, of large size and rounded form. One of the finest in this color; intense and shining	Sept. 5	Nov. 30
ANGELO			EARLY FROST		
Intermediate between the large type and pompons. Beautiful pink, as round as a ball when disbudded. Fine pot plant.		Oct. 15	The earliest white 'Mum'; always in demand; can be had in fine con- dition by <i>mid-August</i> . \$5 and \$40.		
BERTA			FAVORITE		
Crimson and gold; velvety texture; <i>earliest brilliant</i> "Show" variety.	Aug. 8	Oct. 10	Glistening snow-white; beauti- fully rounded; comes in a trifle be- fore T. Eaton finishes; good stem, nice foliage and an easy doer.	Sept. 5	Nov. 15
BOB PULLING (Exhibition)			GLADYS PEARSON		
Of wonderful size, petals an inch in width, and 10 inches long. Clear shade of yellow.	Aug. 1	Nov. 1	One of the very finest commer- cials of its date; a brilliant combina- tion of buff, apricot and orange. Splendid grower, with handsome foliage. Beautiful incurved form. .	Sept. 30	Nov. 20
BRONZE MISTLETOE			GLORIOUS		
Its name describes it. Valuable for its date. Bud can be taken later for later blooms. <i>Plant</i> Aug. 1 for } Christmas blooms	Aug. 15	Very Late	Large blooms of a pleasing pink } color, one of the best for its date. }	Terminal Bud	Oct. 30
CELEBRATION			GOLD LODGE		
Sport of <i>Yellow Eaton</i> with the same wonderful texture, stem and perfect foliage; glistening yellow. .	Sept. 10	Nov. 20	"A seedling of <i>Comoleta</i> , twice as large, ten days earlier. Golden yel- low, good stem, nice foliage." A } valuable early commercial.	Aug. 25	Early Oct.
CHADWICK IMPROVED			GOLDEN CHADWICK		
Pure snow-white, nothing finer for its date. Grand old sort.	Sept. 20	Nov. 20	Fine late commercial yellow. Still unsurpassed as a late yellow.	Sept. 5	Nov. 20
CHIEFTAIN IMPROVED			GOLDEN GLORY		
Commercial pink. Round and smooth in finish as a pearl; ours is a selected strain of deeper tone of pink	Aug. 30	Oct. 25	A perfect commercial in every point, 4 ft. in height, handsome foli- age, globular form, smooth finish, shining gold, full, and big; and with all the above, an easy doer.	Sept. 5	Nov. 1
CHRYSOLORA			HARVARD		
Commercial yellow. Extra good keeper and traveler.	Aug. 15	Oct. 15	Dark scarlet crimson. Fine for Thanksgiving. Indispensable for its date	Sept. 30	Nov. 20
CORPORAL PIPER (Exhibition)			H. E. CONVERSE		
Immense yellow of type of <i>Odessa</i> , but larger and brighter; very stiff } stem	Aug. 20	Nov. 1	One of the very good red and gold varieties, with large incurving flower	Sept. 5	Late
EARL KITCHENER (Exhibition)					
Enormous. Stem, foliage and flower tremendous. Bright amar- anth with silver shadings.	Aug. 20	Nov. 5			

	Take Bud	Blooming Date		Take Bud	Blooming Date
HONEYDEW (Exhibition)			MONUMENT		
Canary yellow of shining satin-like finish, large, round, and smooth; 3½ feet, good stem and handsome foliage	Aug. 20	Oct. 25	Excellent shipper, follows <i>Snow-white</i> ; another substantial variety; easy doer.	Sept. 10	Nov. 10
JOSEPHINE LAWLER			MUSKOKA		
Comes in before Rose Delight; a perfect early pink, with good stem and nice foliage. Bound to be very popular. Color, very good, a tone always in demand.	Bud	Nov. 5	Golden bronze and mahogany—6 to 10 flowers to a plant. Large and full for its type; great keeper.	Sept. 1	Early
J. W. PRINCE (See Chieftain)			NAG-IR-ROC (Exhibition)		
LOUISA POCKETT (Exhibition)			Deepest orange and bronzy yellow; enormous in circumference; every petal reflexing and curling.	Aug. 15	Nov. 5
Very pure white. Enormous in size. One of the very largest. A sure winner; " <i>a Pockett</i> "!	Aug. 30	Nov. 5	NERISSA (EXHIBITION)		
MAJESTIC (Exhibition)			Rosy lavender, grand in size and beautifully incurved, big and globular.	Sept. 5	Nov. 5
Enormous rounded bloom of the most perfect form, a shining golden orange, shading to rosy bronze. Easy grower. Also a good commercial. One of the finest.	Aug. 15	Nov. 1	NIAGARA (Exhibition)		
MISS MILLICENT ROGERS (Sport of Nag-ir-roc)			Immense, snow-white, good foliage, stiff stem, with very long petals; of rounded massive form.	Aug. 15	Nov. 5
Bronzy-pink with golden shadings; color of <i>Mme. Butterfly</i> rose, curling, reflexing petals.	Aug. 20	Oct. 20	ODESSA (Exhibition)		
MISS RUTH TWOMBLY (Exhibition)			Enormous yellow, very bright, grand in form.	Sept. 5	Nov. 5
A beautiful spreading form of reflexed petals showing the color to the best advantage, which is a yellow.	Aug. 15	Nov. 5	PHILIP RICCI (Exhibition)		
MRS. LESLIE DAVIS (Pink Turner)			An improved <i>Chas. H. Totty</i> , the beautiful chestnut bronze; petals long and graceful, with perfect stem and foliage. Gorgeous color. Very distinctive.	Aug. 15	Nov. 5
A big 'mum, indispensable for exhibition in the Turner Family.	Aug. 30	Nov. 5	PINK TURNER (See Mrs. Leslie Davis)		
MRS. NELLIE T. ROSS			PRIVATE MERLE HAY		
Like Bonnaillon, but later: grandly rounded and full; very perfect in form; color, clear yellow. A wonderful keeper; one of the very best and has no superior for its date; quite out of the ordinary.	Oct.	Late Nov.	A warm, bronzy-red; nice clean foliage quite up to the flower. Scored 94 as a commercial from an early bud. Height 5 ft.	Aug. 10	Nov. 5
MRS. R. M. CALKINS			QUAKER MAID		
A brilliant yellow; wonderful in form with a strong stem. A good keeper and shipper, in fact, one of the best commercial yellow varieties on the market.	Sept. 20	Nov.	A large glistening white variety, of extra value as it is ready to cut first week in October; straight stem and good foliage.	Aug. 20	Oct. 7
MRS. WOODROW WILSON			RICHMOND		
A magnificent, large snow-white variety, wonderful for its date.	Aug. 15	Oct. 15	A fine type of commercial silk-like finish. Bright golden yellow. A very easy doer.	Aug. 25	Nov.
			ROSANDA (Exhibition)		
			Color, old rose; outer petals reflexing, center incurving; a fine large sort, of very easiest culture.	Sept. 10	Nov. 1

	Take Bud	Blooming Date
ROSE DELIGHT		
Deep rose pink on opening, changing to a beautiful lighter tone as it matures. A very imposing, globular incurved. Unsurpassed in its type and color; always scarce.....	Sept. 5 and Later	Oct. 20

ROSE PERFECTION		
A brighter seedling from <i>Chieftain</i> , holding its color for a very long time.	Sept. 10	Nov. 5

SNOW-WHITE		
A fine, very early white commercial. Form, foliage, stem, color make it a very valuable second early; easy to do; the round incurved form makes it a perfect shipper.	Aug. 25	Nov. 1

SUN GLOW		
A brilliant yellow of <i>Bonnaffon</i> type but larger; very smooth incurved. Absolutely unsurpassed as a commercial, and one of the handsomest. Badly needed for this date.	Aug. 15	Oct. 20

SUN GOLD		
The brightest late yellow, the most perfect in form, an easy doer; it seems almost faultless. Fine for Thanksgiving and later. A prime favorite.	Sept. 30	Late

TEKONSHA		
Grand large flowering bronze for Thanksgiving. Easy to do. Color valuable for this date.	Sept. 10	Late

TIMOTHY EATON		
Can be spaced 6x8 inches. Late cuttings give fine substantial flowers for Thanksgiving; absolutely white. (Don't use Terminal Bud).....	Sept. 10	Nov. 10

THANKSGIVING PINK		
A valuable color, needed for variety among the numerous whites and yellows of this late date. Don't bench before June 15—then use terminal bud.		

	Take Bud	Blooming Date
VERMONT (Exhibition)		
Of enormous size; a magnificent pink of lovely bright shade. One of the most imposing varieties ever introduced.	Aug. 1 to Aug. 15	Early Nov.

W. A. BILNEY (Exhibition)		
Deep bronze in color. Exceptionally fine in a deep, broad flower, and of wonderful color tone. Very popular	Aug. 20	Nov. 1

WHITE CHIEFTAIN		
White sport of <i>Chieftain</i> ; the smoothest, roundest of them all.....	Sept. 10	Oct. 25

WHITTIER		
Similar to Richmond in Bloom—a golden yellow sphere of very fine finish. Can be cut very late. Stem and foliage allow close planting....	Terminal, about Sept. 10	Nov. 10 & Dec.

W. H. WAITE		
A magnificent scarlet and gold; one of the most brilliant; 4 feet from early cuttings.....	Nov. 5 and Aug. 25	Late

WM. TURNER (Exhibition)		
Stands very near the head of the whole white section.....	Aug. 30	Nov. 5

YELLOW POCKETT (Exhibition)		
A duplicate of <i>Louisa Pockett</i> in everything but color, a magnificent yellow. Simply wonderful.....	Aug. 30	Nov. 5

YELLOW TURNER (Exhibition)		
The yellow sport from Turner; a necessity for collections and for variety; grand yellow.....	Aug. 30	Nov. 5

YELLOW FROST		
The earliest good yellow 'mum; can be had in fine condition by mid-August; sells in enormous quantity.	Aug. 15	

YELLOW CHADWICK		
Very late yellow; valuable for its date; excellent shipper.		

Price cutting is an admission of weakness, a hit below the belt. The price cutter does not boast of his skill in making the sale via secret discount, but begs the buyer to tell no man.

POMPONS

One of the Most Popular Flowers Grown!

The *Grower* handles it easily; the *Salesman* sells it almost without effort (though the older, commonplace varieties are passe!); the *Flower-buyer*, by the thousand, welcomes its earliest coming and regrets when it is gone. (Not so the Rose Grower! ?)

Very Early

WHITE WINGS CHAS. MAYNARD
UVALDA CLARA JAMESON
LEILAH IDA

Latest

CLORINDA Don't Forget That the
NEW YORK Bronzes are in Very Heavy
YULETIDE Demand.

GENERAL LIST

Nothing More Fetching in the Floral Kingdom

BRONZE QUEEN—Much the same color as *Hilda Canning*; blooms Oct. 25.

CHAS. B. MAYNARD—Pink, edged with a thread of gold; a lovely variety.

CAPT. COOK—Color a lovely shade of rose-pink, free from lavender tones. 2nd early.

CHRISTMAS GOLD — "Baby 'Mum" — Golden yellow.

CLARA JAMESON—Grand color, bronze and scarlet. Oct. 10.

CHICAGO PEARL—One of the finest whites. Also the latest white.

COQUETTE—A new pink that follows *Leilah*.

CLORINDA—Gorgeous golden orange.

FLORA—*Finest red*; midseason.

FRANK WILCOX — Best Thanksgiving bronze.

HILDA CANNING — Brilliant bronze.

IDA—Best commercial yellow of its date—Oct. 15.

LILLIAN DOTY—Fine pink; one of the best to disbud.

LEILAH—Oct. 15—Rose pink; very profitable in very heavy demand; great producer.

MARIANA—Should be disbudded. Snow-white; a perfect beauty. In a class by itself. Midseason.

MRS. HARRISON—Light Daybreak pink; Oct. 15. Very profitable.

MRS. NELLIE KLERIS—An improved *L. Doty*, 2nd early.

NEW YORK—Handsome golden bronze. Extra good. Midseason.

ROSE CHARM—Nov. 1. Ought to be grown in quantity and disbudded; lovely in form and color and stiff stemmed; in heavy demand.

UVALDA—Extra fine, very early white; comes in with *White Wings*; totally different.



"White Wings"

VERA VICTORIA—Excellent bronze, brilliant.

VARSITY—A bigger "Baby." Deep gold.

WHITE DOTY—A good disbudded white.

WHITE WINGS—Blooms Oct. 10. Pure white; produces a marvelous quantity of choice bloom.

YULETIDE—A beautiful satin-white Christmas variety, which closes the 'Mum season.

YELLOW DOTY—For disbudding; almost of the old Chinese type; a fine addition to the group.

VARIOUS CLASSES OF 'MUMS

Which give Variety and Interest to this Popular
Flower of the Autumn

COMMERCIAL SINGLES

There are three which always meet a warm reception, and sell in quantity to the Retail Trade.

MRS. BUCKINGHAM—The queen of single pinks.
Soft rose color. Very early. In demand; very
profitable.

BRONZE BUCKINGHAM—Sport from Mrs. Buck-
ingham. Brilliant Bronze. Very early; in heavy
demand.

Both are easy doers, produce wonderful quantities, and are invaluable in the early Fall.

MRS. E. D. GODFREY—Has the same fine quali-
ties as the two above, and comes into bloom for
Thanksgiving; very acceptable at that date.

All three travel nicely.

COMMERCIAL ANEMONES

Three exquisite varieties, that delight the customer looking for "something different." Nothing more attractive for a Florist's window, a splendid advertisement of the beauty within.

BLANCHE—Very large, pure white; *early*. Fine
grown to single stem.

MRS. A. G. WILSON—A pure white, very free in
growth and bloom, requires very little disbudding;
splendid texture, not brittle; of medium height;
very dainty like a "lace flower." Nov. 5th.

THE CHIEF—A pretty yellow anemone.

GOOD POT PLANTS

BUTLER'S CAPRICE—Deep Pink.
PURPLE CAPRICE—Royal Purple.
YELLOW CAPRICE—Golden Yellow.
LILAC CAPRICE—Deep Violet.
KATHLEEN THOMPSON—Crimson.

Let us say ALSO; the following varieties make fine
specimens in the hands of the experienced plants-
man.

ANGELO—Light pink.
CLORINDA and YULETIDE.

SOURCE D' OR (Syn. Lizzie Adcock)

A FANCY VARIETY BY ITSELF, golden feather type, tawny bronze in color.

STEVIAS

This useful and beautiful "Florists' flower" can be had in bloom from the Thanksgiving crop, on through mid-winter; added to roses or carnations in arrangements or in "putting up" in a fancy box, it adds 100% to the effect.

Single variety, \$25.00 per 1000.

Double Stevia, \$25.00 per 1000.

For strong rooted cuttings.

INDEX AND PRICE LIST OF 'MUMS

ROOTED CUTTINGS FOR 1930

	Per 100	Per 1000		Per 100	Per 1000
Alice Benson	\$ 1.00	Per Plant	John S. Bush	10.00
Ada B. Gosling	.50	Per Plant	Josephine Lawler	6.00	50.00
Aloma (Novelty)	2.00	Per Plant	Kathleen Thompson	6.00
Adrian's Pride	4.00	\$35.00	Leilah	4.00	35.00
Angelo	4.00	35.00	Lilac Caprice	6.00
Blanche	8.00	Lilian Doty	3.50	30.00
Bob Pulling	10.00	Lizzie Adcock (Source d' Or)	4.00	35.00
Bronze Buckingham	4.00	35.00	Louisa Pockett	10.00
Bronze Mistletoe	4.00	35.00	Lustre	6.00	50.00
Bronze Queen	4.00	35.00	Marian H. Uffinger	2.00	Per Plant
Butler's Caprice	6.00	Majestic	8.00	75.00
Berta	10.00	Mariana	4.00	35.00
Celestra	12.00	Marie de Petris	10.00
Capt. Cook	4.00	35.00	Miss Millicent Rogers	10.00
Carrie Beinecke	.50	Per Plant	Miss Rita Mitchell	10.00
Celebration	4.00	35.00	Miss Ruth Twombly	10.00
Chadwick—Improved	6.00	50.00	Medusa	2.00	Per Plant
Chas. Maynard	4.00	35.00	Mrs. Alfred G. Wilson	4.00	40.00
Chicago Pearl	4.00	35.00	Mrs. Aug. Koch	.50	Per Plant
Chieftain—Improved	4.00	35.00	Mrs. E. D. Godfrey	4.00	35.00
Christmas Gold	4.00	35.00	Mrs. E. Kershaw	10.00
Chrysolora	3.50	30.00	Mrs. F. E. Lewis	10.00
Clara Jameson	4.00	35.00	Mrs. H. Harrison	4.00	35.00
Coquette	4.00	35.00	Mrs. Jules Leeds	.50	Per Plant
Corp. Piper	10.00	Mrs. Leslie Davis (Pink Turner)	5.00	50.00
Clorinda	5.00	40.00	Mrs. Nellie Kleris	3.50	30.00
Detroit News	5.00	40.00	Mrs. Nellie Ross	5.00	40.00
Earl Kitchener	10.00	Mrs. R. M. Calkins	5.00	40.00
Early Frost	5.00	40.00	Mrs. Wm. Buckingham	3.50	30.00
Edwin Seidewitz	4.00	35.00	Mrs. Woodrow Wilson	10.00
Favorite	4.00	35.00	Mrs. Keith Luxford	2.00	Per Plant
Flora	4.00	40.00	Monument	4.00	35.00
Florence Bahn	.50	Per Plant	Muskoka	4.00	35.00
Frank Wilcox	3.50	30.00	Nadine	10.00
Friendly Rival	10.00	90.00	Nag-ir-Roc	8.00
Garnet King	10.00	Nerissa	10.00
Gladys Pearson	4.00	35.00	New York	5.00	40.00
Glorious	4.00	35.00	Niagara	10.00
Gold Lode	4.00	35.00	Odessa	10.00
Golden Celebration	6.00	50.00	Philip Ricci	10.00
Golden Chadwick	6.00	50.00	Pink Turner (Mrs. Leslie Davis)	6.00	50.00
Golden Glory	4.00	35.00	Private Merle Hay	10.00
Golden Majestic	2.00	Per Plant	Purple Caprice	6.00
Gov. Green	10.00	Quaker Maid	5.00	40.00
Grace Sturgis	.50	Per Plant	Richmond	4.00	35.00
Golden Glow, Earliest Yellow	4.00	35.00	Rosanda	5.00
Harvard	3.50	30.00	Rose Charm	5.00	40.00
H. E. Converse	10.00	Rose Delight	7.00
Hilda Canning	4.00	35.00	Rose Perfection	4.00	35.00
Honeydew	10.00	Snow White	4.00	35.00
Irene Beane	2.00	Per Plant	Source d' Or (Lizzie Adcock)	4.00	35.00
Ida	4.00	35.00	Sun Glow	4.00	35.00
Indianola	6.00	50.00	Sun Gold	4.00	35.00
John R. Booth	10.00	Souv. de Martin	2.00	Per Plant

	Per 100	Per 1000		Per 100	Per 1000
Thalia	2.00	Per Plant	White Doty	3.50	30.00
Tekonsha	4.00	35.00	White Wings	4.00	35.00
Thanksgiving Pink	4.00	35.00	Whittier	5.00	40.00
The Bruce	10.00	W. H. Waite	10.00
The Chief	4.00	35.00	Wm. Turner	6.00	50.00
Thetta Quay Franks	10.00	Woolf's Pink	7.00	65.00
Thos. W. Pockett	20.00	Yellow Chadwick	6.00	50.00
Timothy Eaton	4.00	35.00	Yellow Chieftain	4.00	35.00
Uvalda	4.00	Yellow Caprice	6.00
Varsity	4.00	Yellow Doty	5.00	40.00
Vera Victoria	4.00	Yellow Frost	5.00	40.00
Vermont	10.00	Yellow Pockett	10.00
Wm. Hazelhurst	2.00	Per Plant	Yellow Turner	6.00
W. A. Bilney	5.00	40.00	Yuletide	4.00	40.00
White Chieftain	4.00	35.00	250 cuttings of a <i>variety</i> at the 1000 rate.		

TERMS OF SALE

Charge Accounts

REFERENCE: New customers who wish to open a charge account will please furnish us credit references and allow sufficient time for us to confirm same. If immediate shipment is desired cash must accompany your order and in the meantime we can look up your references for future shipments. Cash must accompany all orders under \$5.00. (See "Cash in Advance" terms.)

TERMS FOR CHARGE ACCOUNTS: Grafted Roses: Three per cent. cash discount if paid before the 10th of the month following date of invoice; net 60 days. Packing charges: \$5.00 per 1000. 'Mums and Other Stock: net cash—no discount—no packing charges. (See "Cash in Advance terms.") Interest charged on past due accounts.



Cash in Advance

When cash accompanies any order you are entitled to deduct 3 per cent before adding packing or parcel post charges.

Cash must accompany all orders under \$5.00.

Cash must accompany all orders from customers in foreign countries.

C. O. D.

If C. O. D. shipment is requested, the order must be accompanied by at least one-third the amount to insure acceptance. No discount is allowed on C. O. D. shipments and the usual charges for packing will be added.

Special Notice

All shipments travel at the risk and cost of the purchaser. Should any damage occur notify your express agent at once so you can enter claim.

GOLD MEDAL
ROSE



Talisman

This Rose outsold in quantity any novelty ever
offered to the American trade

Originated by THE MONTGOMERY COMPANY

GOLD
MEDAL
ROSE



Joanna Hill

Originated by the
JOSEPH H. HILL CO.

THIS Gold Medal Rose has made a wonderfully successful record with the trade, by whom it was planted in immense quantities, and it is now established as a favorite. It is easy to grow, and gives most profitable returns per square foot.

